

Abstract

This Master thesis called Approach to university and non-university media studies in the Great Britain and Germany: A comparative study compares the approaches of Great Britain and Germany to tertiary education, which is thematically linked to the media. The thesis shows specific concepts in this field of study in two different environments that have developed under different historical circumstances and as a result of different processes of adoption of media studies as a university subject. The boundaries of this subject are not specifically stated, which provides countries with an opportunity to put their own concept into this subject. This thesis examines tertiary education connected to media institutions of higher education, within individual study programs, in leading professional publications, in the national assessment of educational documents and in approach of multinational organizations. The text defines relevant bodies and syllabi, identifying core competences of graduates of these studies, the processes through which they become experts and educational activities connected to media education. The thesis analyzes differences, expectations and methods in the documents using an in-depth analysis. The core question is whether the approaches of the Great Britain and Germany remain different in spite of requirements and measures imposed by the European Union.